

SHOP TALK

by RAY BROOKS



ALONG MERCANTILE ROW

Fay Parks, of Torrance Plumbing fame, and Harry Abramson, National Homer, traipsed off to Los Angeles one night early this week to snatch a preview of the new 1940 Electrolux refrigerator, came back puffed with pride, full of facts & figures and claiming that the new 1940 models excel all previous numbers.

Retail sales for Torrance for the month of September are reported by the U. S. census as being 14.7% above September 1938, while Los Angeles figures were down 2.1% over last year and San Francisco up 25.2%. The entire state showed a 6.1 gain. These uppy figures are encouraging, and while local merchants have been showing satisfactory increases, from September to date, they all expect a whoppin' good Xmas trade. Several have voiced their belief that Christmas 1939 will be the best in many years. Famed economic prognosticator Roger Babson goes overboard and predicts the best holiday business since 1929. Let's hope the local fellows get their share of it!

Johnny Parker and Jimmie Yoshida are going great guns down at the Quality Downtown Super Mkt. Both are enterprising and aggressive, are going after business with real values . . . and getting it. Good natured Jimmie is a brother of old timer Roy Yoshida who still operates the vegetable dept. in the Torrance Blvd. Quality. Johnny recently moved from the store next to Bank of America into the Quality with his handsome young brother Tommy who puts all the ladies in a jitter.

Tide is the name of an advertising and marketing magazine published in New York City. In each issue Tide prints a list of what it calls "Stoppers," meaning attention-getting headlines used in advertisements. Since these "stoppers" indicate the trend of modern advertising, we are reprinting a few, with the names of the companies that used them:

- Lever Bros.
- Is every child a wanted child? —Ladies' Home Journal.
- I'm just a bride . . . but I'm learning fast.—General Electric.
- Tide has a sense of humor. It prints a letter from Robert F. Chisholm, J. D. Woods & Co., Toronto, calling attention to two ads from the same issue of Northwest Farm Equipment Journal. Said one: "More farm tractors are equipped with Firestone Ground Grip tires than all other makes of tires combined!" The other: "More farm tractors are equipped with Goodyear tires than any other kind."
- Sounds like a brain-teaser, doesn't it?—From Imperial Magazine.

- Show me a man who likes pig knuckles and sauerkraut and I will show you a gent who
- Likes Beer.
 - Thinks that all politicians are out for what there is in it for themselves.
 - Dodges reformers.
 - Likes plump girls.
 - Thinks of labor leaders as tough, unpolished go-getters.
 - Is kind to dogs and horses.
 - Pays his bills and tips waiters generously.
 - Likes to fish.
 - Thinks that Salvation Army girls and social workers are entitled to equal respect.
 - Suspects that all communists are lazy incompetents.
 - Considers Jim Farley as smooth as they come.
- From Imperial Magazine.

Newsboys Edit Own Paper HARTFORD, Conn. (U.P.)—Newsboys and bootblacks of Hartford have their own newspaper—The Street Trades Boys' News, with a monthly circulation of 1,000 copies.

Torrance Herald
And The Lomita News
Published Every Thursday
Grover G. Whyte
Editor-Publisher
1336 El Prado, Phone 444
Torrance, Calif.

Entered as second class matter January 30, 1914, at post-office, Torrance, Calif., under Act of March 3, 1897.

Official Newspaper of City of Torrance
Adjudicated a Legal Newspaper By Superior Court, Los Angeles County.



"ALASKA, HERE WE COME!" . . . Come spring and Paul Satko is going to sail to Alaska in his "Ark" with his wife and eight children, seven of whom are shown with him at Tacoma, Wash., at the boat's christening ceremony. Satko took his family west when he lost his job as a welder in Virginia. Undaunted, he built this craft. And while it's no floating palace and rides low in front, the Satkos are determined to make the trip when weather permits.

Walteria Scores With Armistice Day Program

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sisted by Miss Lyla Hansen. A dance followed the program. Officers of the Walteria Civic Organization are James Loughridge, president; J. W. Crowther, vice-president; Mrs. Bessie Stonecker, secretary; Mrs. Helen Conze, treasurer; John Minor,

chairman of the entertainment committee; Paul Stonecker and Eugene Andrews, members of the committee; J. W. Crowther, master of ceremonies for dances, and Joel Hågberg, master of ceremonies for programs.

Get quick relief, inexpensively, from sluggishness and over-indulgence. See "Nature's Assistant" whose ad appears under class 32.

READ OUR WANT ADS

INFORMATION PLEASE

TORRANCE WELCOMES These New Residents This Week

- MRS. B. TATE 2213 Cabrillo No. 6
- MRS. H. P. HANNA 1228 1/2 Arlington
- MELVIN C. HARMS 2213 Cabrillo No. 1
- MRS. F. M. LAVEN 2194 Torrance Blvd. No. 2
- MRS. JOHN H. GREEN 715 Pacific Lane

APPLIANCES-ELECTRICAL WORK

Repairing, Wiring, Fixtures, Alterations. Call us for all kind of Electrical Work and Supplies. Costs—Reasonable. Service—Prompt. 1421 Marcelina.
TORRANCE ELECTRIC SHOP — PH. 567

INSURANCE - AUTO - FIRE

Years of service to thousands of satisfied motorists and home owners qualifies us to take care of all your Automobile and Fire Insurance. Howard G. Locke, 1405 Marcelina Phone 135-M.

MOVING-STORAGE Tel. 524-Jor53

Household goods and other merchandise shipped anywhere on the Continent. Fleet of 8 trucks including large dustproof, insulated, air-conditioned van. Also expert packing and storage in metal-lined vaults—all at reasonable prices. Everything insured whether in storage or enroute. 1617 Border Avenue. M & M TRANSFER CO.

PLUMBING - REPAIRS - TEL. 88

Immediate service . . . 3 trucks to serve you. Estimates on new plumbing gladly given without obligation. Call us for all kinds plumbing work. Distributor for famous HOYT Heaters. DAVID JACOBS "Your Plumber" 1963 222 St.

SHELLUBRICATION - SERVICE

Goodyear Tires — Hobb's Batteries — Complete Line Shell Products. Factory Trained Lubrication Experts. Shell Credit Cards Honored. ART SULLIVAN, BORDER & CARSON—NEXT TO LAUNDRY.

SHEET METAL - TEL. 350

• We have a complete workshop capable of turning out the finest in Commercial . . . Industrial . . . and Private Dwelling Sheet Metal Work. Columbia-made sheets used exclusively. Moderate prices! Robt. T. McCallum, 1418 Marcelina Ave. TORRANCE SHEET METAL SHOP

SUITS - COATS - J. LEPKIN

J. LEPKIN, Merchant Tailor, is now showing the newest and smartest in men's fall fabrics for suits and top coats . . . either hand tailored or made-to-measure. Come in! Let us fit you! 1320 Sartori.

SPECIAL LOW PRICES for FRIDAY, SATURDAY, SUNDAY

Extra! ALWAYS PLENTY of FREE PARKING

SAVINGS CAN BE IDEAL RANGE



FRANK TISCARENO Store Manager

TURKEYS

NOTICE TO THE PEOPLE OF TORRANCE! We Want Everyone Who Reads This Ad to Tell His Friends Not to Buy Thanksgiving Poultry Until They Have Seen Our Turkeys and Heard Our Prices. A Small Deposit Will Hold Any Turkey You Happen to Like. To Assure Freshness Turkeys Will Start Coming in Monday Morning.

NOTE! YOU WILL BE PLEASANTLY SHOCKED & FLABBERGASTED WHEN YOU SEE OUR POULTRY PRICES!

Steaks CUT TO ORDER P. HOUSE, T-BONE or RIB ANY SIZE, ANY THICKNESS 17 1/2 lb	Roast CUT FROM GENUINE BABY BEEF, LEAN & MEATY 12 1/2 lb	CHOPS RICE CUT, BURLING, RIB, or SLIDER. No Fat. No Bones. No Want!
Lard 100% PURE } LBS. FOR 25 c	Bacon IN THE PIECE WHOLE or HALF SLAB EXTRA HOT SPECIAL 17 1/2 lb	LAMB LEGS 100% BLESS BOSTON STYLE Cut From Tender Lamb. No Fat. No Bones.
SKINNED HAMS GENUINE TENDERIZED and SMOKED HAMS Ready for the Oven. No Parboiling 21 lb	Bacon Squares EASTERN SUGAR CURED & HICKORY SMOKED. Finest Quality Made 9 1/2 lb	Ground Beef GROUND FRESH FROM FRESH BEEF 7 1/2 lb
PICKLED HAMS Our Own Honey Cure. Ready for the Oven. Bake with Brown Sugar Glaze and Pineapple 13 1/2 lb	LAMB SHLDERS. WHOLE or HALF CUT FROM FANCY YEARLING LAMBS 9 1/2 lb	CORNED BEEF BLESS BOSTON STYLE CUT FROM BEEF ROASTS
PORK LIVER EXTRA FRESH FINE FOR FRYING OR FOR YOUR PETS 9 1/2 lb	HORMEL'S or MORRELL'S MINNESOTA BRAND PRIDE BRAND 11 1/2 ea	PORK ROAST CUT FROM CRIMED PIGS. Fat Meaty. Cook with Sauce.

DELICATESSEN Saturdays 8 a.m. to 9 p.m.

PIGS FEET LARGE, PICKLED 3 ea	ARMOUR'S MINCE MEAT 2 lbs. 15 No. 1 Quality. No Limit!	Cottage Cheese RICH, CREAMY 2 lbs.
Dill Pickles LARGE, CRISPY 1 ea		Turnovers CHICKEN OR VEAL

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Fresh Mustard Greens Bu.

Fresh Red RADISHES Bunch

Cherry RHUBARB lb.

Fancy-For Stuffing Bell Peppers Each

Extra Fancy, Fresh Carrots

Fresh, Solid BEETS

Fresh Sweet Turnips

Fresh Young, Tender Spinach